

# ECONOMICS AND MANAGEMENT OF THE INFORMATION INDUSTRY

## Program for Executives

THE 4th JERUSALEM CONFERENCE  
ON INFORMATION TECHNOLOGY (JCIT)

ועידת ירושלים ה-4 לטכנולוגיה  
של המידע



PROGRAM

May 21-25, 1984 Jerusalem, Israel



IPA - Information Processing  
Association of Israel





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**THE 4th JERUSALEM CONFERENCE  
ON INFORMATION TECHNOLOGY (JCIT)**

**Organized by:** IPA, Information Processing Association of Israel  
**Sponsored by:** IEEE Computer Society  
**In Cooperation with:** ACM, Association for Computing Machinery  
CIPS, Canadian Information Processing Society  
AFIPS, American Federation for Information Processing  
AFCET, Association Française pour la Cybernetique,  
Economique et Technique  
**Promoted by:** Software Center, Israel Export Institute

**STEERING COMMITTEE**

**CONFERENCE CHAIRPERSONS:**

**Harvey S. Gellman**, Gellman, Hayward & Partners, Canada  
**Josef Raviv**, IBM Israel Scientific Center, Israel

**ORGANIZING COMMITTEE CHAIRPERSON:**

**Israel Borovits**, Tel Aviv University, Israel

**PROGRAM COMMITTEE CHAIRPERSONS:**

**Noah Prywes**, University of Pennsylvania, U.S.A.  
**Amiram Shore**, M.L.L. Software and Computer Industries, Ltd., Israel

**PRESIDENT OF IPA:**

**Abraham Ginzburg**, Everyman's University, Israel

**CHAIRMAN OF THE EXECUTIVE BOARD OF IPA:**

**Michael Hanani**, Ben Gurion University of the Negev, Israel

**COUNTRY LIAISONS:**

**Aaron Finerman**, University of Michigan, U.S.A.  
**C. C. Gotlieb**, University of Toronto, Canada

**"PROGRAM FOR EXECUTIVES" CHAIRPERSON:**

**Bernard Galler**, University of Michigan, U.S.A.

**PUBLICITY COMMITTEE CHAIRPERSON:**

**Harry Hayman**, IEEE Computer Society, U.S.A.

## **ACKNOWLEDGEMENTS**

**(In alphabetical order)**

**The Organizing Committee gratefully acknowledges the financial assistance and support provided by:**

Afik Computers Subsidiary of Afik Investments Co. Ltd.

Alpha Terminals Ltd.

Bank Leumi Le Israel B.M.

Bitcom Agencies Ltd.

Clal Systems Ltd. — Burroughs Distributor for Israel

Control Data (Israel) Ltd.

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Elbit Computers Ltd.

Eshed (1980) Consultant Engineers Industries Management & Computers Ltd.

G.N. Cheshev Systems Ltd.

IBM Israel Ltd.

Israel Export Institute

Koor Communications & Security

L.L.N. — Data Processing Ltd. — The Jewish Agency

Mehish Computer Services Ltd.

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Ministry of Finance

Ministry of Industry and Trade

Ministry of Tourism

M.L.L. Software and Computer Industries Ltd.

Municipality of Jerusalem

N.C.R. I.E. Mittwoch & Sons Ltd.

Shaked Computer Systems Ltd.

Tnuva Computers, Ltd.

Yalan, Mishkei Tnuat Hamoshavim

# T I M E T A B L E

All sessions will take place at the **Jerusalem Hilton Hotel**,  
unless stated otherwise.

MONDAY 21 MAY	TUESDAY, 22 MAY	WEDNESDAY, 23 MAY	THURSDAY, 24 MAY	FRIDAY, 25 MAY (*)
	09:00 - 11:00 (*) Opening Ceremony and Keynote address (Binyanei Ha'ooma)	09:00 - 10:30 Resource Quality and Productivity Management	08:30 - 10:00 Investment, Venture Capital, and Joint- Ventures.	08:30 - 10:00 (*) Challenge of the Fifth Generation
		10:30 - 11:00 Coffee break	10:00 - 10:30 Coffee break	10:00 - 10:30 (*) Coffee break
	11:15 - 11:45 Coffee break (At the Hilton Hotel)	11:00 - 12:30 Resource Quality and Productivity Management (contd.) and Technical Personnel Development	10:30 - 11:15 Investment, Venture Capital and Joint-Ventures (Contd.)	10:30 - 12:00 (*) Challenge of the Fifth Generation (Contd.)
	11:45 - 13:15 Managing Innovation and Creativity		11:15 - 13:15 WORKING GROUPS: Joint-Ventures with Israeli Industries (Halls A, B, C)	12:00 - 13:00 (*) Panel Discussion
16:00 R e g i s t r a t i o n	13:15 - 15:00 Lunch break	12:30 - 15:00 Luncheon with Guest Speaker	13:15 - 14:30 Lunch break	13:00 - 13:15 (*) Closing of the Conference
	15:00 - 15:45 Managing Innovation and Creativity (Contd.)	15:00 - 16:30 Technical Personnel Development (Contd.) and International Economics of the Computer Industry	14:30 - 16:00 Product Planning and Marketing	
	15:45 - 16:15 Coffee break (At the Hilton Hotel)	16:30 - 17:00 Coffee break	16:00 - 16:15 Coffee break	
18:30 Reception	16:30 - 18:00 (*) Special plenary session: State of Industry and R&D in Israel (Binyanei Ha'ooma)	17:00 - 17:45 International Economics of the Computer Industry (contd.)	16:15 - 17:00 Product Planning and Marketing (Contd.)	
		18:00 Cocktail reception	17:00 - 18:00 Summary of Working Groups	
21:00 Israeli Folklore Performance (at the Jerusalem Theatre)	20:30 Reception at the Israel Museum		20:30 Farewell Banquet (Optional)	

(\*) Jointly with JCIT-4 program, at the Binyanei Ha'ooma Convention Center

**ECONOMICS AND MANAGEMENT OF THE INFORMATION INDUSTRY  
PROGRAM FOR EXECUTIVES  
of  
THE 4th JERUSALEM CONFERENCE ON  
INFORMATION TECHNOLOGY (JCIT)**

**MONDAY, 21 MAY, 1984**

**18:30**

**Reception (\*)**

**21:00**

**Israeli Folklore Performance (at the Jerusalem Theatre)**

**TUESDAY, 22 MAY, 1984**

**09:00 – 11:00**

**OPENING CEREMONY (\*)**

**USSISHKIN HALL  
(Binyanei Ha'ooma)**

**M.C.: Yair Aloni**

**Greetings:**

**Joseph Raviv**

**Co-Chairperson of the Conference, Israel**

**Harvey S. Gellman**

**Co-Chairperson of the Conference, U.S.A.**

**David H. Brandin**

**President, ACM, Association for Computing Machinery, U.S.A.**

**Sylvia Charp**

**President, AFIPS, American Federation for Information  
Processing, U.S.A.**

**Chaim Herzog**

**President of the State of Israel**

**IPA Awards – to be presented by**

**Abraham Ginzburg**

**President of IPA, Information Processing Association of Israel**

**Israel Police Band**

**Michal Tal, Vocalist**

**Keynote Address:**

**COMPUTERS IN INTERNATIONAL ECONOMICS AND  
BUSINESSES**

**Lawrence Klein, Nobel Laureate**

**University of Pennsylvania, U.S.A.**

**11:15 – 11:45**

**Coffee Break (at the Hilton Hotel)**

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**(\*) Jointly with JCIT-4 program, at Binyanei Ha'ooma Convention Center**



## ECONOMICS AND MANAGEMENT OF THE INFORMATION INDUSTRY

## PROGRAM

**All sessions of this program will be held at the Jerusalem Hilton Hotel, unless stated otherwise.**

**Chairperson: Bernard Galler, University of Michigan, U.S.A.**

**TUESDAY, 22 MAY, 1984**

## MANAGING INNOVATION AND CREATIVITY

**11:45 - 12:30**      **COMPUTER TECHNOLOGY: IMPEDIMENTS OR CATALYST OF  
ENGINEERING INNOVATION**  
**Mounir Kamal, General Motors Research Laboratories, U.S.A.**

**12:30 – 13:15**     **MANAGING RESOURCES AND PRODUCTIVITY IN AN "INFORMATION TECHNOLOGY COMPANY"**  
**Richard Orenstein, Intec. U.S.A.**

**13:15 – 15:00      Lunch Break (at the Hilton Hotel)**

**15:00 – 15:45      TRANSLATING MATHEMATICS INTO INNOVATIVE PRODUCTS**  
**Jeff Buzen, BGS Systems, Inc., U.S.A.**

**15:45 – 16:15      Coffee Break (at the Hilton Hotel)**

16:30 – 18:00	<b><i>SPECIAL PLENARY SESSION (*)</i></b>	<b>USSISHKIN HALL</b>
	<b>STATE OF INDUSTRY AND R&amp;D IN ISRAEL</b>	<b>(Binyanei Ha'ooma)</b>

**Guest Lecturers:**

**Gideon Patt, Minister of Industry and Trade**  
**Eli Hurvitz, President of the Manufacturers Association of Israel**  
**Uzia Galil, President, Elron Electronic Industries Ltd.**  
**Amos Horev, Managing Director, Bank Leumi Le-Israel**  
**Investments Co., Ltd.**

20:00 Reception at the Israel Museum(\*)

\* Jointly with JCIT-4 program

**WEDNESDAY, MAY 23, 1984**

***RESOURCE QUALITY AND PRODUCTIVITY MANAGEMENT***

- 09:00 - 09:45    **COMPUTING AND INFORMATION SERVICES AT THE JET PROPULSION  
LABORATORY: A MANAGEMENT APPROACH TO A DIVERSITY OF NEEDS**  
**Fred Felberg, Jet Propulsion Laboratory, U.S.A.**
- 09:45 - 10:30    **INTRODUCTION TO INTEGRATION OF LABOR**  
**Michael O'Donnell, International Planning Corp., U.S.A.**
- 10:30 - 11:00    **Coffee break**
- 11:00 - 11:45    **FOURTH GENERATION INTEGRATED SOFTWARE: IMPACT ON USERS  
OF MAINFRAMES AND PERSONAL COMPUTERS**  
**Martin Goetz, Applied Data Research, U.S.A.**

***TECHNICAL PERSONNEL DEVELOPMENT***

- 11:45 - 12:30    **THE COMPETITIVE EDGE; NEW APPROACHES TO TECHNICAL  
PERSONNEL DEVELOPMENT**  
**Erich Bloch, International Business Machines Corporation, U.S.A.**
- 12:30 - 15:00    **Lunch and Lecture**  
**Guest Speaker: Yuval Ne'eman**  
**Minister of Science and Development**
- 15:00 - 15:45    **THE COMPUTER AND ECONOMIC EDUCATION**  
**Saul Hymans, University of Michigan, U.S.A.**

***INTERNATIONAL ECONOMICS OF THE COMPUTER INDUSTRY***

- 15:45 - 16:30    **THE NEW ECONOMICS OF THE COMPUTER INDUSTRY**  
**Gideon Gartner, Gartner Group, U.S.A.**
- 16:30 - 17:00    **Coffee break**
- 17:00 - 17:45    **THE EFFECT OF RAPID CHANGE ON INTERNATIONAL ECONOMIES**  
**Harold Shapiro, University of Michigan, U.S.A.**
- 18:00            **Cocktail Reception hosted by Bank Leumi Le-Israel B.M.**

THURSDAY, MAY 24, 1984

*INVESTMENT, VENTURE CAPITAL, AND JOINT VENTURES*

- 08:30 – 09:15 THE RELATIONSHIP BETWEEN VENTURE CAPITAL AND INNOVATIVE ENTREPRENEURSHIP  
Fred Adler, Reavis and McGrath, U.S.A.
- 09:15 – 10:00 RAISING CAPITAL FOR ISRAELI COMPANIES IN THE U.S. CAPITAL MARKET  
Glen Tobias, Bear, Stearns & Co., U.S.A.
- 10:00 – 10:30 Coffee break
- 10:30 – 11:15 VENTURE CAPITAL IN ISRAELI HIGH TECHNOLOGY  
Simon Hochhauser, St. James's Venture Capital Fund, U.K.
- 11:15 – 13:15 *JOINT VENTURES WITH ISRAELI INDUSTRIES*  
*Marketing, Development, Investment*  
In cooperation with the Israel Management Center  
WORKING GROUPS (PARALLEL SESSIONS)

SOFTWARE

HALL A  
(Hilton Hotel)

Chairperson: Yoram Alster  
Automated Banking Services Ltd.

Panelists:

Philippe Dreyfus, CAP Gemini Sogeti., S.A., France  
Avraham Rami Gutt, Israel Export Institute, Israel  
Fred Lafer, A.D.P. Corp., U.S.A.  
Issachar Pazgal, Creative Output Ltd., Israel  
Allen Reiter, Reiter Software Systems Ltd., Israel  
Yehezkel Zeira, Advanced Technology Ltd., Israel

COMPUTER SYSTEMS

HALL B  
(Hilton Hotel)

Chairperson: Uzia Galil  
Elron Electronic Industries Ltd., Israel

Panelists:

Aryeh Finegold, Daisy Systems Corp., U.S.A.  
Itzhac Ish-Hurvitz, Tadiran Ltd., Israel  
Giora Yaron, National Semi-Conductors Israel Ltd.

THURSDAY, MAY 24, 1984

**APPLICATION SYSTEMS**

**HALL C**  
**(Hilton Hotel)**

**Chairperson: Avraham Suhami**  
**Elscint Ltd., Israel**

**Panelists:**  
**Ephraim Arazi, Scitex, Israel**  
**Yeshayahu Lavi, Consultant, Israel**  
**Leon Riebman, A.E.L. Industries, U.S.A.**

~~13:00 - 14:00~~

~~13:15 - 14:30~~

~~13:00 - 14:00~~

**Lunch break**

**PRODUCT PLANNING AND MARKETING**

~~14:30 - 15:15~~

~~15:45 -~~

**MICROPROCESSORS/PERSONAL COMPUTERS - AN ALTERNATE**  
**INFORMATION PROCESSING APPROACH**  
**Albert Eisenstat, Apple Corp., U.S.A.**

**15:15 - 16:00**

**SOFTWARE - THE ESSENTIAL ELEMENTS IN ANY INFORMATION**  
**SOLUTIONS**  
**Werner Frank, W.F. Computer Group, U.S.A.**

**16:00 - 16:15**

**Coffee break**

**16:15 - 17:00**

**THE FULL SERVICE SOLUTION TO INFORMATION REQUIREMENTS**  
**Fred Lafer, A.D.P. Corp., U.S.A.**

**17:00 - 18:00**

**Summary of Working Groups**

**20:30**

**Farewell banquet— optional (\*)**

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**(\*) Jointly with JCIT-4 program.**

**FRIDAY, MAY 25, 1984(\*)**

***CHALLENGE OF THE FIFTH GENERATION***

**HALL A  
(Binyanei Ha'ooma)**

**PLENARY SESSION**

**Chairman: David Brandin, SRI, U.S.A.**

- 08:30 – 09:15 CHALLENGE OF THE JAPANESE FIFTH GENERATION  
David Brandin, SRI International, U.S.A.**
- 09:15 – 10:00 KNOWLEDGE PROCESSING – THE IMPORTANT COMPUTER REVOLUTION  
Edward Feigenbaum, Stanford University, U.S.A.**
- 10:00 – 10:30 Coffee break**
- 10:30 – 11:15 TECHNOLOGY AND FIFTH GENERATION COMPUTING – WHO IS  
TRANSFERRING WHAT TO WHOM?  
Michael Harrison, University of California-Berkeley, U.S.A.**
- 11:15 – 12:00 ESPRIT: A EUROPEAN APPROACH TO THE CHALLENGE OF INFORMATION  
TECHNOLOGY  
Jean-Marie Cadiou, Commissioner of European Communities, France**
- 12:00 – 13:00 Panel Discussion: CHALLENGE OF FIFTH GENERATION AND IMPLICATIONS  
David Brandin, Edward Feigenbaum, Michael Harrison, Jean-Marie Cadiou  
and Ehud Shapira, (Weizmann Institute of Science, Israel)**
- 13:00 – 13:15 Closing of the Conference**

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\* Jointly with JCIT-4 program, at the Binyanei Ha'ooma Convention Center.



## **SOCIAL EVENTS**

**The Organizing Committee invites all registered participants and registered accompanying persons to the following events:**

### **RECEPTION**

**Monday, May 21, 18:30**

A welcoming reception will be held at the Binyanei Ha'ooma Convention Center.

### **ISRAELI FOLKLORE PERFORMANCE**

**Monday, May 21, 21:00**

Song and dance show presents Israeli folklore in traditional, ethnic costumes, at the Jerusalem Theatre.

### **RECEPTION AT THE ISRAEL MUSEUM**

**Tuesday, May 22, 20:30 (departure 20:00)\***

By kind invitation of the Municipality of Jerusalem, a reception will be held at the Israel Museum. Light drinks and refreshments will be served, and participants will be free to view at their leisure the archeological treasures in the Museum and the Dead Sea Scrolls in the adjacent Shrine of the Book.

\* Buses will depart from the Jerusalem Hilton and Sonesta Hotels at 20:00 and return from the parking lot at the entrance to the Museum at 22:15.

### **FAREWELL BANQUET (Optional)**

**Thursday, May 24, 20:30**

Festive dinner and entertainment featuring Israeli Folklore will be held at the Jerusalem Hilton Hotel.

## **PROGRAM FOR REGISTERED ACCOMPANYING PERSONS**

### **OLD CITY TOUR**

**Tuesday, May 22, 13:00 – 17:00**

Assemble for departure at the Jerusalem Hilton Hotel upper lobby. Buses will proceed directly to the Old City of Jerusalem for a guided tour of the religious and historic sites of the city, which is sacred to three of the world's great religions. Among the sites to be visited are the Jaffa Gate, David's Tower, the Christian Quarter, including the Via Dolorosa and the Church of the Holy Sepulchre, the Armenian Quarter, the Jewish Quarter, the Moslem Quarter, the Western (Wailing) Wall, and the Temple Mount with the Omar and El Aksa Mosque. Ample time will be provided for browsing and shopping in the myriad booths and shops which are typical of the Middle Eastern casbah.

### **NEW CITY TOUR**

**Thursday, May 24, 09:00–13:00**

Assemble for departure at the Jerusalem Hilton Hotel upper lobby. Buses will proceed to the New City of Jerusalem for a guided tour of the Hadassah Hospital, whose synagogue contains stained-glass windows by Marc Chagall; the Kennedy Memorial; the Yad Vashem memorial to victims of the Holocaust; the Knesset (Parliament) building and the model of ancient Jerusalem.

*Additional tours may be purchased at the Conference Travel Desk.*

## **GENERAL INFORMATION**

### **Location**

The Jerusalem Hilton Hotel, Tel: (02) 536151

JCIT-4 Headquarters: Binyanei Ha'ooma Convention Center, Jerusalem, Tel: (02) 221174  
(adjacent to the Jerusalem Hilton Hotel)

### **Badges**

The personal envelope which you received upon registration contains, among other items, your name badge. Please wear the badge, which serves as your admission ticket to the scientific sessions and the scheduled social functions.

### **Offices and Desks**

The following desks will operate during the Conference period at JCIT-4 headquarters (Binyanei Ha'ooma Convention Center):

Registration

Information

Secretariat/Organizing Committee

Travel – International Ltd.

### **Telephones**

Public telephones are situated in the lobby of the Jerusalem Hilton Hotel. These telephones are operated only by tokens, which may be purchased from the Conference hostess.

### **Projection**

Speakers are kindly requested to hand their slides to the projectionist prior to the relevant session. Slides must be collected from the projectionist immediately after presentation. Special requirements must be notified a day prior to presentation.

### **Postal Services**

A special postal service will be available at Binyanei Ha'ooma Convention Center from 11:00 hours to 17:00 hours on Tuesday, May 22, 1984, and outgoing mail will be stamped with a special cancellation commemorating the 4th JERUSALEM CONFERENCE ON INFORMATION TECHNOLOGY. For postal services during the rest of the Conference week, please apply to the Information Desk.

### **Photographer**

Photographs of special events will be on display within 24 hours of the event.

## **Meals and Refreshments**

At the Jerusalem Hilton Hotel:  
The Judean Lounge (dairy meals)  
The Hamsah Restaurant

At the Binyanei Ha'ooma Convention Center:  
Cafeteria serving sandwiches and hot and cold drinks.

Lunches are available at a self-service restaurant, and also at a table-service restaurant.

## **Farewell banquet**

A farewell banquet with artistic program will take place on Thursday, May 24, at the Jerusalem Hilton Hotel.

Price: \$20 per person.

Interested Conference participants may obtain tickets at the Information Desk, until Wednesday, May 23, 11:00 hrs.

## **Tourist Information**

INTERNATIONAL LTD.  
10 Rothschild Blvd.  
P.O.Box 29313  
65121 Tel Aviv, Israel  
Telephone: (03) 654541  
Telex: 033-554

International Ltd. is the Official Travel Agent for the Conference and will provide participants with all necessary tourist services.

INTERNATIONAL LTD. will operate a Travel Desk at the Conference Headquarters, which will be open daily for the duration of the Conference and will arrange for participants tours and excursions by coach, air, private car with guide, rent-a-car, additional hotel accommodation required for the period following the Conference, and reconfirmation of return flights.

## **Conference Organizers and Secretariat**

International Ltd.  
P.O.Box 29313  
61292 Tel-Aviv, Israel  
Tel: (03) 654541  
Telex: 033-554

# LIST OF EXHIBITORS

204	AAA ADVANCED AUTOMATED APPLICATIONS	3	LIGAD TECHNICAL DATA LTD.
221	ACA LTD.	244	LOTOS ELECTRONICS
116	ALPHA TERMINALS LTD.	222	MALAM SYSTEMS LTD.
12	AL- SP	239	MANOF SYSTEMS LTD.
221	ANAT COMPUTERS	217	MASHOV LTD.
205	ASHRAZ DATA PROCESSING LTD.	10	MEDAN COMPUTERS LTD.
8	BAMBERGER-ROSENHEIM LTD.	209	MEYAD 2001
202	G. BERES LTD.	107	MINIX COMPUTERS & SYSTEMS LTD.
117	BITCOM AGENCIES LTD.	106, 242	M.L.L. SOFTWARE & COMPUTERS INDUSTRIES LTD.
244	BRAIN COMPUTER SYSTEMS LTD.	219	MOTOROLA ISRAEL LTD.
226	CENTRE EDUCATIONAL TECHNOLOGY	1	MOTOROLA ISRAEL INFORMATION SYSTEMS LTD.
246	COMAN COMPUTERS	222	MUELLER COMPUTERS LTD.
225	COMSET LTD.	6	N.C.R. - I.E. MITTWOCH & SONS LTD.
210	CONTAHAL LTD.	236	NETZIGIM LTD.
113	CMS COMPUTATION & MEASUREMENT SYSTEMS	215	OFRA RIM
243	CSA CENTRAL SOFTWARE & AUTOMATION LTD.	101	P.D.C. SERVICES (1975) LTD.
237	DEE-KAL LTD.	118	PEOPLE & COMPUTER PRODUCTIONS LTD.
111	DIGITAL EQUIPMENT LTD.	238	PICO COMPUTERS, SYSTEMS & SERVICES LTD.
216	D.P.A. LTD.	104	PROJECTA
9	DROR COMPUTER SYSTEMS LTD.	100	R.C.M. COMPUTERS LTD.
110	EASTRONICS LTD.	220	REITER SOFTWARE SYSTEMS LTD.
221	EXOFT SOFTWARE SYSTEMS EXPORT LTD.	245	RESHEF OFFICE EQUIPMENT COMPUTERIZED SYSTEMS
227	FIBRONICS LTD.	218	SHEMER COMPUTERS LTD.
211	GAMMATRONICS LTD.	109	S.I.T.A.V. SOFTWARE LTD.
4	I.B.M.	106	SYSMAL-DATA SYSTEMS & PRODUCTS LTD.
212, 213	ICHUT MICROCOMPUTERS LTD.	7	SYSTEMATICS LTD.
221	I.E.E.E. COMPUTER SOCIETY	2	SYSTRONICS
224	I.I.S. INTELLIGENT INFORMATION SYSTEMS	115	SUPER MICRO LTD.
203	INTERSOFT LTD.	220	TEL AVIV UNIVERSITY - THE SHILOACH CENTER
221	I.P.A. INFORMATION PROCESSING ASS'N OF ISRAEL	206, 213	TADIRAN LTD.
208	I.S. INFORMATION SYSTEMS LTD.	16	TEAM COMPUTERS & SYSTEMS LTD.
114	I & S (MOTOROLA)	11	TELECODE TECHNICAL SERVICES LTD.
108	I.S.P. LTD. - ELTA	235	TENSOR LTD.
14	ISRADATA LTD.	221	THE ISRAEL ASSOCIATION OF SOFTWARE HOUSES
15	ISRA-TEL TELECOMMUNICATION SYSTEMS LTD.	241	TRIPLE D LTD.
13	KAV NEKUDA LTD.	214	YA'ANA DATA PROCESSING CO. LTD.
112	KOOR COMMUNICATION & SECURITY SYSTEMS LTD.	5	YEDA COMPUTERS & SOFTWARE LTD.
8	LANIER	207	Yael Software Systems
102	LARGO AVILLAR LTD.	103	YALAN MISHKEI HA'MOSHAVIM LTD.
201	LARGO COMPUTERS LTD.		



## LEVEL "A"

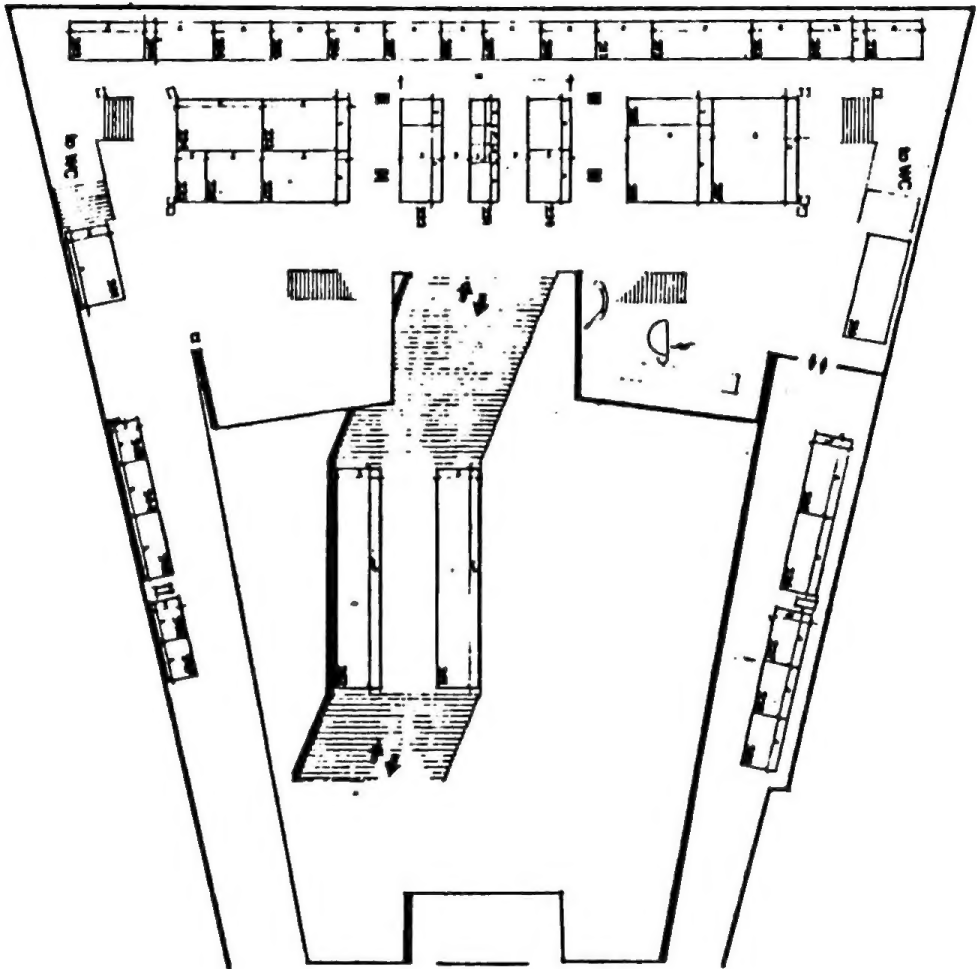
116	ALPHA TERMINALS LTD.
117	BITCOM AGENCIES LTD.
113	CMS COMPUTATION & MEASUREMENT SYSTEMS
111	DIGITAL EQUIPMENT LTD.
110	EASTRONICS LTD.
114	I & S (MOTOROLA)
108	I.S.P. LTD. - ELTA
112	KOOR COMMUNICATION & SECURITY SYSTEMS LTD.
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100	R.C.M. COMPUTERS LTD.
109	S.I.T.A.V. SOFTWARE LTD.
106	SYSMAL - DATA SYSTEMS & PRODUCTS LTD.
115	SUPER MICRO LTD.
103	YALAN MISHKEI HA' MOSHAVIM LTD.

## LEVEL "A" - NEW HALL

12	AL-SP
8	BAMBERGER-ROSENHEIM LTD.
9	DROR COMPUTER SYSTEMS LTD.
4	I.B.M.
14	ISRADATE LTD.
15	ISRA-TEL COMMUNICATION SYSTEMS LTD.
13	KAV NEKUDA LTD.
8	LANIER
3	LIGAD TECHNICAL DATE LTD.
10	MEDAN COMPUTERS LTD.
1	MOTOROLA ISRAEL INFORMATION SYSTEMS LTD.
6	N.C.R. - I.E. MITTWOCH & SONS LTD.
7	SYSTEMATICS LIMITED
2	SYSTRONICS
16	TEAM COMPUTERS & SYSTEMS LTD.
11	TELECODE TECHNICAL SERVICES LTD.
5	YEDA COMPUTERS & SOFTWARE LTD.

## LEVEL "B" - "MADE IN ISRAEL"

204	AAA ADVANCED AUTOMATED APPLICATIONS
221	ANAT COMPUTERS
205	ASHRAZ DATA PROCESSING LTD.
213	AVMAT COMPUTERS
202	G. BERES LTD.
244	BRAIN COMPUTER SYSTEMS LTD.
226	CENTRE EDUCATIONAL TECHNOLOGY
246	COMAN COMPUTERS
225	COMSET LTD.
210	CONTAHAL LTD.
243	CSA CENTRAL SOFTWARE & AUTOMATION LTD.
237	DEE-KAL LTD.
216	D.P.A. LTD.
221	EXOFT SOFTWARE SYSTEMS EXPORT LTD.
227	FIBRONICS LTD.
211	GAMMATRONICS LTD.
212	ICHUT MICROCOMPUTERS LTD.
221	I.E.E.E. COMPUTER SOCIETY
224	I.I.S. INTELLIGENT INFORMATION SYSTEMS
203	INTERSOFT LTD.
221	I.P.A. INFORMATION PROCESSING ASS'N OF ISRAEL
208	I.S. INFORMATION SYSTEMS LTD.
201	LARGO COMPUTERS LTD.
222	MALAM SYSTEMS LTD.
239	MANOF SYSTEMS LTD.
223	MASHOV LTD.
209	MEYAD 2001
242	M.L.L. SOFTWARE & COMPUTERS INDUSTRIES LTD.
219	MOTOROLA ISRAEL LTD.
222	MUELLER COMPUTERS LTD.
236	NETZIGIM LTD.
215	OFRA RIM
238	PICO COMPUTERS, SYSTEMS & SERVICES LTD.
220	REITER SOFTWARE SYSTEMS LTD.
245	RESHEF OFFICE EQUIPMENT COMPUTERIZED SYSTEMS
218	SHEMER COMPUTERS LTD.
217	SINTEL SYSTEMS LTD.
220	TEL AVIV UNIVERSITY - THE SHILOACH CENTER
206	TADIRAN LTD.
235	TENSOR LTD.
221	THE ISRAEL ASSOCIATION PF SOFTWARE HOUSES
241	TRIPLE D LTD.
214	YA'ANA DATA PROCESSING CO. LTD.
207	Yael SOFTWARE SYSTEMS



LEVEL B

# GROUND FLOOR LEVEL A

